

# REPORT FROM EUROPE: ROSES THE TOP DUTCH CROP<sup>1</sup>

From the *Grower*, Volume 100(6), August 18, 1983.

Roses continue to be by far the most important cut flower crop in Holland according to latest figures published by the Flower Council of Holland. Sales last year totalled \$140.5 million, somewhat up on the \$134.9 million of 1981.

Second cut flower crop in Holland is chrysanthemum with sales last year amounting to \$94.2 million. These were fol-

lowed by spray carnations (\$53.3 million), tulips (\$48.0 million), freesia (\$43.3 million), gerbera (\$42.6 million), lily (\$34.6 million), standard carnation (\$21.6 million), cymbidium (\$20.3 million) and then iris (\$15.0 million).

Exports are the backbone of Dutch flower and pot sales with 62.6% of exports (\$394.6 million) last year going to West Germany. A long way behind in second place was France with 11.3% of Dutch exports (\$70.9 million) followed by the UK 4.9% (\$31.0 million), Switzerland 3.8% (\$24.0

<sup>1</sup> 1 Dutch Guilder = \$0.333 U.S.

million), USA 3.5% (\$22.3 million), Austria 3.3% (\$20.6 million), and Belgium/Luxembourg 2.2% (\$14.0 million). Export of cut flowers to all countries totalled \$630.4 million.

Begonias are number one pot plant with sales last year of \$9.3 million, closely followed by ficus at \$8.0 million and azaleas at \$7.0 million. Joint fourth were saintpaulia, poinsettia and yucca each with sales of \$6.3 million followed by

dracaena (\$6.0 million), dieffenbachia (\$5.7 million), cyclamen (\$5.3 million) and tenth schefflera at \$4.7 million.

Pot plant exports from Holland during 1982 totalled \$182.2 million with West Germany taking 45.7% of overseas sales valued at \$83.3 million. Second most important export market was France at 11.7% (\$21.3 million) followed by the UK 8.4% (\$15.3 million).